

India's biggest D2C Unicorn (Net Worth: \$1.5 Bn)
Category: Skin & Hair Care

Single Source of Truth, Live Attribution and Anomaly Detection

Adbyttz led diagnostic study discovered scattered and manual data reporting as 2 major roadblocks negatively impacting and slowing down marketing decisions

RESULTS

5x

GROWTH IN REVENUE

15%

REDUCTION IN CAC

3 insights immediately unsticking the growth stagnation

1 Single Source of Truth (SoT)

| Campaigns | CRM Orders | GA Orders | Ad Panel Orders |
|-------------------|------------|-----------|-----------------|
| Meta Campaign 1 | 200 | 180 | 270 |
| Meta Campaign 2 | 100 | 85 | 150 |
| Google Campaign 3 | 120 | 100 | 130 |

Adbytzz Diagnostic Insight

Significant **difference between orders** registered on CRM Vs. Google Analytics/Ad-panel led to substantial ad-wastage at monthly ad spend scale of \$1 Mn+

Adbytzz Edge

Designed Customised **Automated Centralised Monitoring** for multiple stakeholders based on single SoT established with help of Adbytzz pixels

2

Live Attribution

| Hour | GA Purchase | Adbyttz Pixel | GAP |
|------|-------------|---------------|-----|
| 72 | 497 | 543 | 9% |
| 48 | 392 | 456 | 14% |
| 24 | 284 | 346 | 18% |
| 12 | 293 | 376 | 22% |
| 8 | 218 | 298 | 27% |
| 4 | 220 | 329 | 33% |
| 2 | 190 | 334 | 43% |
| 1 | 152 | 354 | 57% |

Adbyttz Diagnostic Insight

The standard **data reporting lag** from Google/Meta APIs (that are in hours) hurt monitoring and optimisation especially during sale period which lasted for limited time with spurt spending on marketing campaigns

Adbyttz Edge

Parallel tracking of **first-party web-behaviour data** through Adbyttz Pixel was enabled to help in attributing conversions to campaigns in actual real time

3

Anomaly Detection

| Date | Checkout to order rate |
|---------|------------------------|
| 7 June | 30.87% |
| 8 June | 32.80% |
| 9 June | 9.80% |
| 10 June | 37.21% |
| 11 June | 29.97% |
| 12 June | 29.95% |
| 13 June | 30.73% |
| 14 June | 33.98% |

Adbytzz Diagnostic Insight

Adbytzz detected several incidences of **data anomalies** for key funnel matrix which went completely unnoticed considering the high volume of campaigns' data maintained manually

Case in use: Checkout to order dropped to 9.8% from avg 30% on 9th June which when analysed in detail happened because of payment gateway error for certain payment methods

Adbytzz Edge

Automated scripts were implemented to trigger **system generated alert** in case of any such anomaly happens for key funnel matrix